



WPTV

ORDER

Print Date 10/23/12

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Flight Dates **10/24/12-10/30/12**

Contract / Revision **315651 /**

Original Date / Revision
10/23/12 10/23/12

Advertiser **Romney / Republican / Presi**

Agency **American Rambler Producti**

Buying Contact

**138 Conant Street
Beverly, MA 01915**

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

Romney for President Inc. 10.17-10

Agency Com 15%

Billing Contact

**138 Conant Street
Beverly, MA 01915**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **42**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	53	\$46,091.25	\$54,225.00	0.00
November 2012	23	\$15,363.75	\$18,075.00	0.00
Totals	76	\$61,455.00	\$72,300.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	53	\$46,091.25	\$54,225.00
10/29/12	10/30/12	23	\$15,363.75	\$18,075.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/24/12	10/30/12	M-F 6-7a M-F 6-7a	CM	6-7a	-- 111--	:30	3	\$900.00	P-1	0.00 NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	-- 111--					3	\$900.00		0.00		
N 2	WPTV	10/24/12	10/30/12	M-F 7-9a M-F 7-9a	CM	7-9a	11111--	:30	5	\$950.00	P-1	0.00 NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/24/12	10/30/12	11111--					5	\$950.00		0.00		
N 3	WPTV	10/24/12	10/30/12		CM	9-10a	11-----	:30	2	\$550.00	P-1	0.00 NM	2	\$1,100.00



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Print Date: 10/23/12

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Contract / Revision **315651** Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre** Product **Romney for President Inc. 1** Estimate # **42**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 9-10a M-F 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	11-----					2	\$550.00		0.00			
N 4	WPTV	10/24/12	10/30/12	M-F 9-10a M-F 9-10a	CM	9-10a	--11---	:30	2	\$650.00	FX	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	--11---					2	\$650.00		0.00			
N 5	WPTV	10/24/12	10/30/12	M-F 10-11a M-F 10-11a	CM	10-11a	1111---	:30	4	\$475.00	P-1	0.00	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	1111---					4	\$475.00		0.00			
N 6	WPTV	10/24/12	10/30/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11111--	:30	5	\$425.00	P-1	0.00	NM	5	\$2,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	11111--					5	\$425.00		0.00			
N 7	WPTV	10/24/12	10/30/12	M-F 1-2p M-F 1-2p	CM	1-2p	11111--	:30	5	\$350.00	P-1	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	11111--					5	\$350.00		0.00			
N 8	WPTV	10/24/12	10/30/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	1111---	:30	4	\$600.00	P-1	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	1111---					4	\$600.00		0.00			
N 9	WPTV	10/24/12	10/30/12	M-F 5-530p M-F 5-530p	CM	5-530p	--111--	:30	3	\$1,600.00	FX	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	--111--					3	\$1,600.00		0.00			
N 10	WPTV	10/24/12	10/30/12	M-F 5-530p M-F 5-530p	CM	5-530p	11-----	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	11-----					2	\$950.00		0.00			
N 11	WPTV	10/24/12	10/30/12	M-F 530-6p M-F 530-6p	CM	530-6p	--111--	:30	3	\$1,600.00	FX	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	--111--					3	\$1,600.00		0.00			
N 12	WPTV	10/24/12	10/30/12	M-F 530-6p M-F 530-6p	CM	530-6p	11-----	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	11-----					2	\$950.00		0.00			
N 13	WPTV	10/24/12	10/30/12	M-F 6-630p M-F 6-630p	CM	6-630p	--111--	:30	3	\$1,800.00	FX	0.00	NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	--111--					3	\$1,800.00		0.00			
N 14	WPTV	10/24/12	10/30/12	M-F 6-630p M-F 6-630p	CM	6-630p	21-----	:30	3	\$1,325.00	P-1	0.00	NM	3	\$3,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	21-----					3	\$1,325.00		0.00			
N 15	WPTV	10/24/12	10/30/12	M-F 7-730p M-F 7-730p	CM	7-730p	--1-1--	:30	2	\$950.00	FX	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/12	10/30/12	--1-1--					2	\$950.00		0.00			



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Contract / Revision **315651** Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre** Product **Romney for President Inc. 1** Estimate # **42**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N15	WPTV	10/24/12	10/30/12	M-F 7-730p M-F 7-730p	CM	7-730p	-- 1- 1--	:30	2	\$950.00	FX	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-- 1- 1--					2	\$950.00		0.00			
N16	WPTV	10/24/12	10/30/12	M-F 7-730p M-F 7-730p	CM	7-730p	11-----	:30	2	\$775.00	P-1	0.00	NM	2	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	11-----					2	\$775.00		0.00			
N17	WPTV	10/24/12	10/30/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	-- 111--	:30	3	\$1,400.00	FX	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-- 111--					3	\$1,400.00		0.00			
N18	WPTV	10/24/12	10/30/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11-----	:30	2	\$1,025.00	P-1	0.00	NM	2	\$2,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	11-----					2	\$1,025.00		0.00			
N19	WPTV	10/24/12	10/30/12	Wednesday Prime B L&O:SVU	CM	9-10p	-- W----	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	-- W----					1	\$2,500.00		0.00			
N20	WPTV	10/24/12	10/30/12	Thursday Prime B OFFICE/PARKS	CM	9-10p	--- T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	--- T---					1	\$1,500.00		0.00			
N21	WPTV	10/24/12	10/30/12	Friday Prime B GRIMM	CM	9-10p	---- F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	---- F--					1	\$1,200.00		0.00			
N22	WPTV	10/24/12	10/30/12	Friday Prime C DATELINE	CM	10-11p	---- F--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	---- F--					1	\$1,500.00		0.00			
N23	WPTV	10/24/12	10/30/12	Sa 7-8a Sa 7-8a	CM	7-8a	----- S-	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	----- S-					2	\$600.00		0.00			
N24	WPTV	10/24/12	10/30/12	Sa 6-7a Sa 6-7a	CM	6-7a	----- S-	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	----- S-					1	\$325.00		0.00			
N25	WPTV	10/24/12	10/30/12	Sa 8-10a Sa 8-10a	CM	8-10a	----- S-	:30	2	\$725.00	P-1	0.00	NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	----- S-					2	\$725.00		0.00			
N26	WPTV	10/24/12	10/30/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	----- S-	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	----- S-					1	\$425.00		0.00			
N27	WPTV	10/24/12	10/30/12	Sa 6p Sa 6p	CM	6-630p	----- S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	----- S-					1	\$850.00		0.00			



WPTV

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Contract / Revision **315651** Flight Dates **10/24/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre** Product **Romney for President Inc. 1** Estimate # **42**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	WPTV	10/24/12	10/30/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	-----S-	1		\$850.00	0.00							
N28	WPTV	10/24/12	10/30/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,025.00	P-1	0.00	NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	-----S-	1		\$1,025.00	0.00							
N29	WPTV	10/24/12	10/30/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	-----S-	1		\$950.00	0.00							
N30	WPTV	10/24/12	10/30/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	-----S	1		\$325.00	0.00							
N31	WPTV	10/24/12	10/30/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	-----S	1		\$425.00	0.00							
N32	WPTV	10/24/12	10/30/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	-----S	1		\$1,075.00	0.00							
N33	WPTV	10/24/12	10/30/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	-----S	1		\$1,800.00	0.00							
N34	WPTV	10/24/12	10/30/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	-----S	1		\$850.00	0.00							
N35	WPTV	10/24/12	10/30/12	NFL Pregame NFL Pregame	CM	4-10p (7:00 PM-8:15 PM)	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	-----S	1		\$900.00	0.00							
N36	WPTV	10/24/12	10/30/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	1	\$2,750.00	P-1	0.00	NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	-----S	1		\$2,750.00	0.00							
N37	WPTV	10/24/12	10/30/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/24/12	10/30/12	-----S	1		\$750.00	0.00							
Totals														76	\$72,300.00